

File

MAR 4 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

RUTH FINLEY, *Associate Editor*
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 1, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Issued	NEW LEAFLET: "BUYING RAYON CLOTHES" Informative leaflet on "How To Buy Clothes Made of Rayon" -- things to know about color serviceability, construction, and finishes. Contact: Sally Dickason Associates, MU. 2-1615.	AMERICAN VISCOSE CORPORATION	350 FIFTH AVENUE
March 1	NATIONAL RED CROSS MONTH (March 1-March 31)		
Friday March 1	PRESENTING NEW SUMMER COLLECTION Vera Maxwell will present her Summer fashions, featuring short coats and new pastel suits. For press and trade by invitation. Contact: Terence Kennedy, WI. 7-3176.	VERA MAXWELL	230 WEST 39TH STREET 9TH FLOOR
Friday March 1 March 5	SCHEDULE OF PARIS COUTURE OPENINGS The remaining couture showings in Paris are scheduled as follows (with some smaller houses showing until March 20): <u>March 1</u> --Worth, Patou; <u>March 4</u> --Marcelle Dormoy; <u>March 5</u> --Mad Carpentier.	PARIS COUTURIERS	PARIS, FRANCE
Friday March 1- April 20	CORSET EXHIBITION FROM 1600 TO 1946 Cavalcade of corsets from the time of Queen Elizabeth to the Nylon age, including authentic garments of the 17th, 18th, 19th and 20th centuries from the Warner Brothers Company, Bridgeport, Conn.; from the Brooklyn Museum; and from the museum collection of the Traphagen School. Modern foundations by Warner's bring the corset story up to date. Open to public, 9:00 A.M. to 9:00 P.M. weekdays; Saturdays until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday March 2 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Easter finery for teen-agers will be previewed at this regular monthly fashion show. Open to public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Saturday March 2 1:00 P.M. Luncheon	EMILY WILKENS SPRING FASHIONS AT LUNCHEON Emily Wilkens teen-age fashions for Spring will be shown during luncheon. All reservations have been filled.	BONWIT TELLER (721 FIFTH AVENUE)	PIAZA HOTEL TERRACE ROOM
Saturday March 2 2:00 P.M.- 6:00 P.M.	FASHION SHOW AND "TEEN FROLICS" "Teen Frolics"--a dance given by Miss America Magazine, the Women's Nat'l Institute and the AWVS--and a fashion show of advance models. Guests will be teen-agers from metropolitan area. For tickets, contact: Miss America Magazine. Publicity: Aileen Fogarty, BR. 9-5890.	MISS AMERICA MAGAZINE (350 FIFTH AVENUE)	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 2 4:00 P.M.	TEEN-AGE FASHION PRESENTATION Simplicity Pattern Co. will present a teen-age fashion show, with girls from local high schools as models. Open to public. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	BIG TOP RESTAURANT 2ND FLOOR

WEEK BEGINNING MONDAY, MARCH 4, 1946

Monday March 4 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY Presentation of Annas' new Spring and Summer millinery collection. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	ANNAS' MILLINERY (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
--	--	--	---------------------------------

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

REMAINING PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Monday..... March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: JOAN STANTON	CI. 7-4300
Tuesday..... March 5	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday... March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday... March 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday.... March 7	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. (Originally scheduled for Monday, March 11)	PUBL.: DORIS BARTNETT	EL. 5-6800
Thursday.... March 7	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

Monday March 4- March 9	TAILORING TECHNIQUES AT SEWING COURSE McCall's Sewing Course in Tailoring Techniques, with a special evening session for business girls on Thursday, March 7, at 7:30 P.M. Open to public. Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.	L. BAMBERGER & CO. (NEWARK, N. J.)	10TH FLOOR ALCOVE ROOM
-------------------------------	--	---------------------------------------	---------------------------

Tuesday March 5 1:00 P.M. Luncheon	NEW SPRING FASHIONS AT LUNCHEON SHOW Luncheon presentation of new daytime clothes, suits, and dinner and evening fashions. Open to public. Press by invitation. Contact: Jonai, Inc., PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
---	--	--------------------------------	---------------------------------

March 5 SAKS 5TH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See above.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 5 6:15 P.M.	FORMAL OPENING: MEN'S DEPARTMENT Party for formal opening of new sixth floor featuring men's fashions (including hats); boys' and students' clothing; and luggage. Manufacturers and press by special invitation. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET (HERALD SQUARE)	6TH FLOOR
Tuesday March 5 7:00 P.M. Dinner	DINNER DISCUSSION OF DESIGN Subject: "What the Consumer Is Looking For In Design", discussed by editors who have just returned from a national and world survey of the subject. Speakers include: William Pahlman of Harper's Bazaar; Esther Hansen of Home Furnishings Merchandising; Harriet Burket of Woman's Home Companion; and Blanche Smiley of Charm Magazine. Dinner: \$2.75. Please make reservations by March 3. Contact: Fritz Foord, 4 East 53rd Street.	AMERICAN DESIGNERS INSTITUTE (N.Y. CHAPTER)	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
March 6	ASH WEDNESDAY -- BEGINNING OF LENT.		
March 6	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. See page 2.		
Wednesday March 6 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring dresses and suits; prints for Easter; and summer playclothes. Open to public. Press by invitation. For reservations, contact: Frank, Sert Room headwaiter, EL. 5-3000. Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday March 6 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Spring and Summer millinery presentation with furs by Phil Gottlieb. Open to public. Press by invitation. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	JEANNETTE HATS (699 MADISON AVENUE)	PIERRE HOTEL COTILLION ROOM
Thursday March 7 2:30 P.M.	CUSTOMER SHOWING OF SPRING COATS New coats for Spring will be featured at a special showing for customers. Attendance by invitation. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR COAT DEPT.
March 7	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. See page 2.		
Thursday March 7 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETING Discussions for buyers during luncheon: <u>Thurs., March 7--"Lingerie";</u> <u>Thurs., March 14--"Cotton Wash Dresses";</u> <u>Thurs., March 21--"Classic Dresses";</u> <u>Thurs., March 28--"Sportswear".</u> Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE CLUB 21ST FLOOR
Thursday March 7 1:00 P.M.	FASHION SHOW AND PAINTING EXHIBITION Fashion show and exhibition of contemporary paintings for prospective members of Hadassah, Nat'l Women's Zionist Organization. Fashions by leading manufacturers and designers. Commentators: Vyvyan Donner, Fox Movietone News; Joanne Leps, Fredrica Furs; and Walter Herlihy, sports and news commentator. Clothes by Capri, Junior Deb, Jo Copeland, Fox-Brownie, Suzanne-Augustine, Rose Barrack, Ben Reig, Frances Sider, Claire McCardell, and other leading designers. Millinery by Sally Victor. Press invited. Publicity: Bea Baris, LO. 3-6759.	NEW YORK CHAPTER OF HADASSAH	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 7-	FLIGHT-LIGHT WARDROBE SHOWING	R. H. MACY & CO. (HERALD SQUARE)	DRESSMAKING CENTER 6TH FLOOR
March 8 1:00 P.M.	Macy's Fabric Center presents your "Pan American Clipper Trip with McCall's Flight-Light Wardrobe." Three showings at 1:00 P.M., 3:00 P.M., and 6:00 P.M. on Thursday; 1:00 P.M., 3:00 P.M. and 5:00 P.M. on Friday. Open to public. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		
March 7	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. See page 2.		
Friday March 8	PRESS PREVIEW: SCHOLASTIC ART EXHIBIT	ABRAHAM & STRAUS BROOKLYN	BROOKLYN MUSEUM 5TH FLOOR
3:00 P.M.- 5:00 P.M. Tea	Preview for press, Museum members, and art teachers of Brooklyn Regional Scholastic High School Art Exhibition at the Brooklyn Museum, Fine Arts Gallery, 5th floor, West Wing. Sponsored by the Board of Education, Scholastic Magazine and A. & S. (with the cooperation of the Brooklyn Museum), this is the first Regional Exhibition in Brooklyn. Press preview by invitation. Open to public from March 9 to March 22. Publicity: Alvhill Wiman, TR. 5-7200, Ext. 664 or 321.		
Friday March 8	PRESENTATION OF SCHOLASTIC ART AWARDS	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	5TH FLOOR
4:30 P.M.- 6:00 P.M. Cocktails	Preview and cocktail party for the judges, members of Board of Education, and press, for the presentation of the Scholastic Art Awards. First Prize: Mayor William O'Dwyer's Art Award, a \$100 Victory Bond. Two second prizes 1 year's membership, Metropolitan Museum of Art; 1 year's membership, Museum of Modern Art. Also, 100 scholastic certificates and 100 keys. Attendance by invitation only. Publicity: Alice Hutton, WI. 7-7000.		
Saturday March 9-	SCHOLASTIC ART EXHIBITION	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	5TH FLOOR
March 23	High School Art Exhibition given in cooperation with Scholastic Magazine, and including examples of oils, water colors, prints, textile designs, sculpture, photography and ceramics by students from high schools and junior high schools in all New York boroughs except Brooklyn. Open to public. Publicity: Alice Hutton, WI. 7-7000.		
Monday March 11	SPRING FASHIONS DURING LUNCHEON	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	New Spring fashions and furs by Gunther will be presented during luncheon. Open to public. Press by invitation. Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday March 11	REGIONAL ART AWARDS PRESENTATION	ABRAHAM & STRAUS BROOKLYN	BROOKLYN MUSEUM SCULPTURE COURT
3:00 P.M.	The press has been invited to a Presentation of Regional Scholastic Art Awards, with Robert E. Blum, Vice President and Secretary of A. & S. and a trustee of the Museum, as master of ceremonies. First prize: 1 year scholarship to Pratt Institute; second prize: 1/2 year or term scholarship to Pratt. The 100 best will receive gold keys, and their entries to the National Art Exhibition Fine Arts Galleries, Carnegie Institute, Pittsburgh, Pa. Attendance by invitation only. Publicity: Alvhill Wiman, TR. 5-7200, Ext. 664 or 321.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 11-	NATIONAL ANTIQUE SHOW	EXHIBITION CORP. OF AMERICA	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
March 17 12 Noon-	The Spring Antique Show will have a section reserved for art dealers, with their displays classified as "Old Masters", 19th Century", and "Modern".		
11:00 P.M.	Sponsored by the Exhibition Corp. of America and Seymour Halpern. Admission: \$1.00 plus tax. Publicity: Chester Gash, PL. 3-8600., Ext. 12.		
Beginning Monday	FORTY-THIRD ANNUAL TOY FAIR	TOY MANUFACTURERS OF THE U. S. A.	HOTEL McALPIN B'WAY & 34TH STREET
March 11-	Annual American Toy Fair, exhibiting the first steel and rubber toys in 4		
March 23	years. The show will cover more than 7 floors in the Hotel McAlpin and Hotel Breslin (1186 B'way), with exhibits in permanent showrooms at 200 Fifth Avenue and at 1107 Broadway. Open to buyers. Contact: Mr. H. D. Clark, GR. 5-6686.		
March 12	GIRL SCOUT WEEK (March 12-March 18).		
Tuesday March 12	SPRING FASHIONS AT LUNCHEON SHOWING	ALICE OROVAN (785 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	Suits and coats for Spring; prints and wools; afternoon and evening fashions will be shown during luncheon. Open to public. Press by invitation. Contact: Alice Orovan, EL. 5-6415. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 12	PRESS PREVIEW: CUSTOM- ORDER COLLECTION	CARRIE MUNN	640 MADISON AVENUE
3:00 P.M.	Carrie Munn will present her custom-made originals for Spring and early Summer. Attendance by invitation only. Contact: EL. 5-0017.		
Wednesday March 13	LUNCHEON SHOWING OF SPRING MILLINERY	ARANKA MILLINERY (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Spring, Easter, and early Summer millinery will be presented during luncheon. Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Mme. Aranka, PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday March 13	AMERICAN HAIR DESIGN SHOW	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA LE PERROQUET SUITE
4:00 P.M.- 6:00 P.M. Cocktails	New hair styles for Spring and Summer will be presented to the press. Attendance by invitation only. Publicity: Eleanor Rowlands, Rowlands Cocktails Associates, MO. 4-9292.		
Thursday March 14	"BACK TO THE 20'S OR FORWARD TO THE 50'S"	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM
12:30 P.M. Luncheon	Subject of this monthly luncheon meeting will be: "Back To The 20's or Forward To The 50's--Is This Where We Came In?" Speakers: Frederick Lewis Allen, editor, "Harper's" Magazine, and author of "Only Yesterday"; and Charles Collingwood, CBS news correspondent, just returned from Europe. Added attraction: "The 20's Hairdo--A Couple Of Million \$ Babies and The '46 Version". Michel of Helena Rubinstein, featuring millinery by Sally Victor. Chmn. of program committee: Eleanor Pollock. Chmn. of cosmetic division: Leonore Buehler. Luncheon: \$3.10 (including tax & tip). Members may bring 2 guests. Reservations close Wednesday, March 13, 5:00 P.M. Must be paid for if not cancelled by then. Please make reservations promptly. Contact: The Fashion Group, Inc., CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 14 2:30 P.M.	SHOWING OF NEW SPRING FASHIONS Misses' and juniors' fashions for Spring. Open to public. Publicity: Helen Denson, Denson-Frey & Affiliates, MU. 3-3295.	HEARN'S (5TH AVE. & 14TH ST.)	5TH FLOOR AUDITORIUM
Thursday March 14 4:00 P.M.	PRESS PREVIEW: PRINTS AND ROOM SETTINGS Macy's will present new Wesley Simpson prints and room settings along "Plan a Home Row." Attendance by invitation only. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	R. H. MACY & CO. (HERALD SQUARE)	7TH FLOOR
Thursday March 14 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: "NEW FLAME" MAKEUP "New Flame" -- Tussy Cosmetics' coral red Spring color in lipstick, rouge, and nail enamel -- will be introduced at a party for the fashion and beauty press. Attendance by invitation only. Publicity: Margaret Nowell, WI.2-6100.	TUSSY COSMETIQUES (683 FIFTH AVENUE)	RAINBOW ROOM ROCKEFELLER CENTER
Thursday March 14- March 16	SPRING FLOWER SHOW FOR RED CROSS Annual 3-day Spring Flower Show for the benefit of the American Red Cross. <u>Thurs., March 14: 2:00 P.M.-10:00 P.M.; Fri., March 15: 10:00 A.M.-10:00</u> <u>P.M.; Sat., March 16: 10:00 A.M.-5:00 P.M.</u> Admission: free to members; 60¢ to non-members. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
March 15	FEDERAL INCOME TAX DUE		
Friday March 15	PUBLICATION DATE: "FASHION TRADES" A weekly business news magazine for the apparel-fashion industry, with the following departments: Business and Industry; Advertising and Promotion; Retailing; Style and Design; Fabrics; Dresses; Suits and Coats; Furs; Millinery; Lingerie; Shoes; Hosiery; Sportswear; Infants & Children's Wear; Accessories; Cosmetics; Consumer; Science & Research. Subscription: \$12.00 a year. Publicity: Sallie Weir, Promotion Mgr., CO. 5-5674.	PUBLISHED BY JERRY FINKELSTEIN	97 DUANE STREET
Friday March 15- March 17	CONFERENCE OF ASSN. OF WOMEN DIRECTORS Women radio commentators from all over the country will meet in New York for 3 days in their third annual national campaign. Theme: "Women's Responsi- bility In The Communicative Arts--Their Part In Developing An Informative Public Opinion." There will be special fashion shows, panel discussions and workshops, <u>Sat., March 16: 10:30 A.M.-12:30 P.M.</u> (Hendrik Hudson Room)-- Alma Kitchell, Pres., Assn. of Women Directors, WJZ-ABC, will preside. Theme: "How Does Radio Sell Ideas," followed by a Panel Discussion with Dr. Lyman Bryson, Consultant on Education, CBS, as moderator. Panel Par- ticipants: Lisa Sergio (ABC & WQXR); Mary Margaret McBride (WEAF & NBC); Dean Mildred Thompson (Vassar College, Mutual Broadcasting System); Marjorie Husted (Betty Crocker of General Mills); Elsa Maxwell (Mutual Broadcasting System); Gertrude Berg (Author, Star, "Rise of the Goldbergs"). Luncheon in Grand Ballroom at 1:00 P.M. with address by Walter Lippmann, author, lecturer and columnist of N. Y. Herald Tribune. Followed by awards to distinguished women in other fields of communication: Newspapers: Mrs. Anne O'Hare McCormick, N.Y. Times. Magazines: Mrs. Bruce Gould, Ladies Home Journal. Theatre: Miss Helen Hayes. Tickets: \$5.00 for conference and luncheon. Contact: Assn. of Women Directors, 535 Fifth Avenue, New York 17, N.Y. Publicity: Jane Ellis, PL. 3-8321.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT

fourth

See
card

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 15 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW FOR MEMBERS OF ASSOC. OF BROADCASTERS Preview of "From The Dawn Of Diamonds"--a series of pictorial constructions designed by the modern artist Joseph Cornell, in the Petit Salon of the Park Lane. Showing specifically for Association of Women Directors of National Assoc. of Broadcasters. Assisting hostess: Margaret Arlen. Attendance by invitation only. Publicity: Dorothy Dignam, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	PARK LANE 299 PARK AVENUE
Friday March 15 7:00 P.M. Dinner	DINNER FOR MEMBERS OF ASSN. OF BROADCASTERS The National Needlecraft Bureau and the Pan-American Coffee Bureau are having a dinner for the Association of Women Directors of the National Association of Broadcasters who will be in N. Y. for a 3-day conference. Attendance by invitation only. Publicity: Grace Turner, Tom Fizdale, Inc., MU. 2-6560.	NAT'L NEEDLECRAFT BUREAU PAN-AMERICAN COFFEE BUREAU	WALDORF-ASTORIA STARLIGHT ROOF
Saturday March 16 8:30 A.M. Breakfast	MILLINERY BREAKFAST FOR VISITING BROADCASTERS Millinery showing for Assoc. of Women Directors of Nat'l Assoc. of Broadcasters, local radio commentators, and fashion press. The following 16 up-town milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Assisting hostess: Maggi McNellis. Attendance by invitation only. Publicity: Mary Kelley: MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM
Saturday March 16 11:30 A.M.	"JUNIOR FASHIONS BY THE YARD" New fabrics in junior patterns will be shown in "Junior Fashions By The Yard." Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	5TH FLOOR FABRIC DEPT.
Monday March 18 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Speaker: Morris L. Ernst, author of the new book "The First Freedom" (Macmillan), which blazes many new trails for people in publicity and public relations. Subject will be announced next week. Open to members and guests. Luncheon: \$1.65 per person. Contact: Uriel Davis, HA. 2-9462.	PUBLICITY CLUB OF NEW YORK	HOTEL BELMONT-PLAZA CASINO-IN-THE-AIR
Monday March 18 1:00 P.M. Luncheon	CUSTOM-MADE SUITS AT LUNCHEON SHOW A luncheon presentation of Paris and New York custom-made suits by Knize. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500.	KNIZE (20 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 19 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-ORDER ORIGINALS Luncheon showing of Helen de Huene's custom-order originals, featuring afternoon, evening, and sports dresses and ensembles for Spring and Summer. Hats by Suzanne Remy. Open to public. Press by invitation. Contact: Helen de Huene, EL. 5-1337. Ritz Publicity: Marion Morrison, PL. 3-4600.	HELEN DE HUENE (21 EAST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 19 2:30 P.M.	CUSTOMER SHOWING OF WOMEN'S FASHIONS B. Altman will invite their customers to a presentation of women's dresses for Spring. Attendance by invitation. Publ.: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR WOMEN'S DRESS SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Russeks will present their new Spring fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday March 20 4:00 P.M. 7:00 P.M.	INTRODUCING HAIR BRUSHES TO PRESS Party for beauty and fashion press introducing Hughes Hair Brushes. More details later. Attendance by invitation only.	HUGHES BRUSHES INC.	PLACE TO BE ANNOUNCED
Wednesday March 20 6:00 P.M. Dinner	SMALLER STORES DIVISION MEETING All NRDGA members, regardless of size, are invited to attend the first of the 5 NRDGA Smaller Stores Division Meetings for 1946, featuring a panel on the "current and near future" market outlook, directed by Carl F. Gamer, of Arkwright, Inc., and president of the Association of Buying Offices. Talks by Lloyd Jacobs, supervisor of distributive education, Department of Public Instruction, Trenton, N.J., on "A Personnel Training Program for You"; and by Ford Perrine, promotion merchandising director, Life Magazine on "Life--Along Main Street." This will be followed by an open forum discussion of retail problems. Chairman: Marvin Oreck, vice-president, Oreck's, Duluth, Minn., and chairman of the Smaller Stores Division. For reservations, contact: Leonard Mongeon, manager of the group, PE. 6-2155.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL NEW YORKER
Thursday March 21 10:00 A.M. Breakfast	INDIVIDUALLY STYLED SPECTACLE EYEWEAR First Day Of Spring--Claremont & Nichols present their entirely new interpretation of "The Gal Who Wears Glasses", at a press breakfast showing individually styled spectacle eyewear to compliment every ensemble. Attendance by invitation only. Publicity: Grace Fitzwater, PL. 5-8668.	CLAREMONT & NICHOLS CO. (515 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday March 21 3:00 P.M.- 5:30 P.M.	FASHION SHOW AND MOVIE PREVIEW Cocktail Party and Fashion Show featuring a group of Lenesta Hats inspired by Universal's forthcoming movie, "So Goes My Love", with Myrra Loy and Don Ameche, followed by a special preview of the film. Attendance by invitation only. Lenesta publicity: Hilda Kassell, PL. 5-5319. Universal Publicity: Marie Slate, CI. 7-7100.	LENESTA HATS & UNIVERSAL PICTURES	PIERRE HOTEL ROOF
Friday March 22 3:00 P.M.	SPRING FASHIONS: "TRAVELCADE--1946" First big Spring fashion presentation by A & S in 4 years, with special emphasis on clothes for air travel and resort wear. Show for benefit of School Settlement Assn. of Brooklyn. Tickets: \$1.50. Contact: Mrs. Cyril J. Redmond, 1 Grace Court, Brooklyn, MA. 4-5553. Press by invitation. Publicity: Helen Gardner, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS (BROOKLYN)	ST. GEORGE HOTEL BROOKLYN
Friday March 22	NEWSSTAND DATE: "CHARM" MAGAZINE "Beauty" is the theme of the April issue of "Charm" Magazine. Publicity: Kay Vollers, MU. 3-8910.	STREET & SMITH PUBLICATIONS	NEWSSTANDS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 25 1:00 P.M. Luncheon	SPRING AND EASTER MILLINERY PRESENTATION New hats for Spring, Easter, and early Summer presented during luncheon by Janet--Fifth Avenue. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	JANET--FIFTH AVENUE (16 EAST 52ND STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday March 27 12:00 Noon Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PERFUME Formal presentation of a new perfume by Coty, Inc. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW "Spring Fever" -- millinery fashion presentation by Anita Andra, featuring feathers on straw, high crowns, open crowns, "lingerie" hats (lace trimmed), nylon straw, and natural colors -- light "cafe au lait." (This showing had originally been scheduled for Feb. 27). Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
April 1	APRIL FOOL'S DAY (Monday)		
Monday April 1 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW New fashions by The Tailored Woman will be presented during luncheon. Open to public. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Week Of April 1	ADVANCE FALL SHOWINGS GUILD SHOE LINES Third in Guild schedule of five annual openings with advance Fall showings of shoes for June and July delivery, months when stores present first Fall shoes. Members of the Guild of Better Shoe Manufacturers include: CANGEMI, INC.; DELMAN, INC.; FOX SHOE MFG. CORP.; JERRO BROS.; MACKKEY-STARR, INC.; MARINO; I. MILLER & SONS, INC.; NEWTON ELKIN SHOE CO.; PALTER DELISO INC.; SCHWARTZ & BENJAMIN, INC.; THOMAS CORT LTD.; VAN ARDEN SHOE CO.; W. WOLF SONS, INC.; MORRIS WOLOCK; ZUCKERMAN & FOX, INC. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS
Wednesday April 3 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "From Dawn To Dark, It's The Dobbs"--introducing two new colors in felt hats and also showing straw millinery for Spring and Summer. Open to public. Press by invitation. For reservations, contact: Frank, Sert Room headwaiter, EL. 5-3000. Publicity: Rita McNamara, Abbott Kimball Co., PL. 3-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS	WALDORF-ASTORIA SERT ROOM
Friday April 5- April 13	NATIONAL AVIATION SHOW New York's first National Aviation Show since 1937, under management of United Expositions Corporation, with net proceeds going to the Army Air Forces Aid Society. Features include: a display of U.S. air equipment and that captured from Germany and Japan; demonstrations of radar, "black light", and television, etc. Also many new personal planes and accessories. Admission: \$1.25. Publicity: Frank Johnson, WI. 2-4000, Parlor C.	AVIATORS' POST 743 AMERICAN LEGION	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Friday
March 1 BALLET Russe de Monte Carlo NEW YORK CITY CENTER, 131 WEST 55TH ST.
 Fri. Eve. March 1--SWAN LAKE, NIGHT SHADOW, SCHEHERAZADE
 Sat. Mat. March 2--MOZARTIANA, RODEO, DIVERTISSEMENTS (from Coppelia)
 Sat. Eve. March 2--BALLET IMPERIAL, NIGHT SHADOW, GAITE PARISIENNE
 Sun. Mat. March 3--CHOPIN CONCERTO, THE SNOW MAIDEN, GAITE PARISIENNE
 Sun. Eve. March 3--LES SYLPHIDES, BAISER DE LA FEE, RODEO
 Tues. Eve. March 5--THE NUTCRACKER, COMEDIA BALLETTICA, SCHEHERAZADE
 Wed. Eve. March 6--CONCERTO BAROCCO, BAISER DE LA FEE, PAS DE DEUX CLASSIQUE
 Thurs. Eve. March 7--CONCERTO BAROCCO, DANSES CONCERTANTES, NIGHT SHADOW
 Fri. Eve. March 8--NIGHT SHADOW, DANSES CONCERTANTES, GAITE PARISIENNE
 Publicity: Margaret Hornyak, CI. 7-5911.
- Saturday
March 2 PREMIERE: "ABILENE TOWN" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
 United Artists' colorful western movie, depicting conflict between cattle barons and homesteaders on the Kansas plains just after the Civil War. Co-starred are Randolph Scott and Ann Dvorak, with Rhonda Fleming, Edgar Buchanan, and Lloyd Bridges. Based on novel "Trail Town" by Ernest Haycox. Producer: Jules Levey. Director: Edwin L. Marin. Costumes: Peter Tuesday. Publicity: Tess Michaels, BR. 9-7300.
- Sunday
March 3 FIFTEENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
 Sun. March 3 at 8:30 P.M.--Excerpts in costume from LA TRAVIATA; IL BARBIERE DI SIVIGLIA; IL TROVATORE; LAKME; CARMEN.
 Mon. March 4 at 8:00 P.M.--Mozart's THE MAGIC FLUTE (5th Perf.)
 Tues. March 5 --NO PERFORMANCE IN NEW YORK
 Wed. March 6 at 7:00 P.M.--Wagner's PARSIFAL (Special Performance)(1st Perf.)
 Thurs. March 7 at 8:30 P.M.--Verdi's LA TRAVIATA (4th Perf.)
 Fri. March 8 at 7:30 P.M.--Wagner's DIE MEISTERSINGER (5th Perf.)
 Sat. March 9 at 2:00 P.M.--Donizetti's LUCIA DI LAMMERMOOR (Broadcast over WJZ)
 Sat. March 9 at 8:30 P.M.--Puccini's MADAMA BUTTERFLY (3rd Perf.)
 Publicity: Margaret Carson, PE. 6-1200.
- Wednesday
March 6 PREMIERE: "SENTIMENTAL JOURNEY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 Based on a short story by Nelia Gardner White, this 20th Century Fox film features Maureen O'Hara, John Payne, Sir Cedric Hardwicke, William Bendix, Mischa Auer, and Connie Marshall. Producer: Walter Morosco. Director: Walter Lang. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CI. 6-0950.
- Thursday
March 7 OPENING: "THREE TO MAKE READY" ADELPHI THEATRE, 54TH ST. EAST OF B'WAY
 New revue starring Ray Bolger, with Brenda Forbes, Rose Inghram, Jane Deering, Harold Lang, Bibi Osterwald, and others. Sketches and lyrics by Nancy Hamilton. Music by Morgan Lewis. Produced by Stanley Gilkey and Barbara Payne. Production devised and staged by John Murray Anderson. Sketches staged by Margaret Webster. Dances and musical numbers: Robert Sidney. Settings by Donald Oenslager. Publicity: Sol Jacobson, CI. 7-5152.
- Friday
March 8 RECITAL BY LILY PONS CARNEGIE HALL, 7TH AVE. & 57TH ST.
 Soprano Lily Pons will present her only New York recital this season at 8:30 P.M. Contact: Carnegie Hall, CI. 7-7460.